

# Email Best Practices

Email is the fastest, most cost-effective way to reach a wide audience. Some popular email platforms include MailChimp, Send in Blue, NationBuilder, NGP and Constant Contact.

These best practices will help increase responses and boost your email program.

## When writing your email, remember to:

- **Be intentional.** Email should be considered only if you have a tangible action for your supporters to take.
- **Be responsive.** Emails always perform better when they are sent at key moments - in reaction to happenings in the news or a new development. Leverage these moments. Give your audience an opportunity to act and engage.
- **Be thoughtful.** Your audience is looking to you for tangible next steps. They also want to know if their participation mattered. Report back on a fundraising campaign and how their support helped move the needle on an issue.
- **Be respectful.** This is an audience that voluntarily subscribed to your program. So give them a reason to continue following you. Be local, moment-driven and strategic with what you're asking them to do.
  - › Don't waste their time with repetitive actions, especially ones that they've taken.

## Email Drafting:

**Before you write an email, decide the primary intention.** Do you want to raise money? Do you want people to take action? Or do you want to share a story? That intention will help focus your email.

**One email = one idea.**

**Be specific and get straight to the point.** Your subscribers/followers don't want a comprehensive summary of your About page, but they may be motivated to donate when they read your plan to improve the quality of public education by hiring more teachers. Let them know what action you want them to take and how it helps move the needle on an issue they care about.

**Present the problem, solution and a call to action.** Keep in mind that the solution should be realistic and match the scale of the problem. Show them what you can achieve with their help and you'll earn their donations, time and trust.

**Always speak from the heart, and be authentic.**

We are driven to act by our values and emotions. Hearing statistics about the harmful effects of a policy might rally people to oppose it, but consider storytelling to show how the policy affects people's lives.

For example: Tell the story of one of your constituents whose family might lose healthcare coverage when they need it the most. Not all appeals have to be negative. You can also motivate your audience by telling the story of the staffer or supporter that embodies your mission.



## Email Planning & Reporting:

Keep your editorial calendar up to date and track your metrics so you know what content is performing best.

- A well organized calendar can help with internal reviews, so someone can go in and review all content for the week at once.
- It can also be helpful for writing and scheduling your emails ahead of time.

For a sample email calendar and reporting template, [click here](#).